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Greenbriar Towncenter Livable Communities Initiative Study and Concept Plan Project Team

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## INTRODUCTION

### ***Livable Centers Initiative***

The LCI program is intended to promote greater livability, mobility and development alternatives in existing employment and town centers. The rationale is that directing development towards existing infrastructure areas will benefit the region overall and minimize sprawl development. Minimizing sprawl, in turn, potentially reduces the amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the ARC can attempt to direct mixed-use and mixed income development towards existing infrastructure by providing study and implementation dollars.

In this context the City of Atlanta saw a great opportunity to study the Greenbriar Mall area in Southwest Atlanta. The area has existing infrastructure that can support development of vacant lands and redevelopment/reuse of existing facilities. The Greenbriar Mall area is in close proximity to downtown Atlanta, Hartsfield International Airport and the growing residential areas of South Fulton County.

### ***Study Area Analysis***

The LCI study area is an area of approximately 1.6 square miles surrounding the Greenbriar Mall, near the intersection of I-285 and Campbellton Rd.

The area's regional access remains strong via I-285 and Langford Parkway. Major employment cores, including Fulton Industrial, Airport, and Downtown are also easily accessed from the area. As a major

retail area, the visibility and directional signage is extremely poor from I-285.

Some resurgence has occurred with the development of the Magic Johnson Theatres and the TGIF restaurant. This emerging entertainment center appears to be performing well in the market. In addition, plans are underway to build a new Kroger Shopping Center near the existing site off of Headland Avenue. Some new residential development exists near the study area, including Grant Estates single-family homes and Ashley Courts at Cascade apartments. Overall, the area shows potential for successful revitalization.

The area is relatively disjointed with no cohesive mix of uses. The area surrounding the mall lacks a sense of place or community, i.e. no community gathering places, pedestrian friendly walkways connecting residential and commercial areas, well maintained parks, and community focal points.

The City of Atlanta recognizes a variety of activity centers, which range in size, scope, role and function. Most development nodes are adjacent to MARTA stations. Other nodes were proposed at certain freeway interchanges, including the Greenbriar area. The Atlanta Regional Commission (ARC) has designated Greenbriar as a typical example of an Activity Center, anticipating its location as the hub for the southwest Atlanta and growing South Fulton County. These centers have the potential to encourage a wider range of mixed uses, a more balanced ratio of jobs and residential units, higher order of civic space and community identity. This will ultimately transform auto-oriented centers into more transit and pedestrian friendly environment.

***Location***

The Greenbriar Activity Node is a proposed regional level activity center. This proposed Activity Center is located at the intersection of I-285 and Lakewood Freeway. However, the proposed study area includes a larger area to ensure that the connectivity between major users and activities within the area is considered. The study area is bounded by Mt. Gilead Rd. and Panther Rd. on the north, Barge Rd on the west, Hogan Rd. on the east and the City limits and the Tri-Cities area-East Point, College Park and Hapeville-on the south. The area is approximately 1.6 square miles.

***Components***

- Greenbriar Mall & parking
- Campbellton Road corridor
- Land between I-285 and Barge Rd.
- The former Delta campus
- Westgate Shopping Center
- Kmart Shopping Center
- 

The major components of this proposed activity center include the Greenbriar Mall as the focal point, in the center, surrounded by Campbellton Rd. commercial corridor and the Mount Gilead and Panther Rd. residential area, part of the Heritage Valley and Southwest neighborhoods to the north, the Greenbriar neighborhood to the south and east which includes a mix of single-family and multifamily residential uses. This area also includes similar uses in the adjacent communities of East Point, College Park and Hapeville. The Southwest neighborhood includes Heritage Valley, Southwest, Ben Hill and Greenbriar. The residential part of the Southwest neighborhoods is primarily comprised of single-family residential homes along local streets, and commercial and multifamily residential along arterial streets. These neighborhoods are located in Neighborhood Planning units P and R.

Although the study area is not located at a MARTA station, the area is served by a MARTA Park and Ride lot, which provides connections to Hightower and Oakland City MARTA stations. It is slated for study for a MARTA rail extension opening up Southwest Atlanta and Fulton County.

***Greenbriar Mall***

The mall is at the center of the study area, located at the intersection of Langford Parkway and I-285. It currently has 113 stores, 792,000 square feet of retail space and 6000 parking spaces on 68 acres. It's largest tenant, Rich's, recently signed a 10-year lease and has indicated its intention to renovate the store. The overall occupancy rate for the mall is 92 percent. The out parcels at the mall include a vacant Cub Foods supermarket and Magic Johnson Theatres and restaurant. Parking spaces at the mall are underutilized and abundant.

The Mall, originally built in 1965, was the first enclosed Mall in the Atlanta Region and was a state of the art facility at its inception. Now it is ready to be transformed from an auto-oriented suburban shopping center to the first new urbanism pedestrian-oriented development in the region.

### ***Campbellton Road Corridor***

On the north side of Langford Freeway

### ***Land west of I-285***

Undeveloped wooded acreage flanking  
Greenbriar Parkway

### ***Delta campus***

Two centers on otherwise undeveloped  
acreage

### ***Westgate Shopping Center***

On the corner of Mt. Gilead and  
Campbellton Road

### ***K-Mart Shopping Center***

Off Headland Drive, east of the mall



## VISION AND GOALS

### ***Community Goals and Desires***

Based on input from area residents during public meetings, several desirable and undesirable land uses were voiced. The most desirable land uses mentioned during these public meetings included a satellite college campus (at the old Delta building), small offices, family entertainment, community center, full-service sit-down restaurant, and public green space or parks. The most undesirable land uses included a liquor/wine store, convenience store, fast food, auto parts and auto dealers, gas stations, and industrial/warehouse development. A summary of the public input to positive land uses is included below.

### **Residential**

- Quality rental apartments (i.e. Post Properties)
- Town homes/condos, more options for young people
- Some felt senior's housing is acceptable
- Public green space/parks are needed
- Live-work residential units, possibly above retail
- No additional subsidized housing

### **Retail**

- Better mix of quality retail
- Regional serving is preferred
- Keep Greenbriar Mall
- Nicer restaurants and entertainment uses
- Niche or boutique style retail should be considered.

### **Employment**

- More employment in the area is needed to support the retail
- Using the Delta building as a call center is acceptable.



## PUBLIC PROCESS

This public participation process consisted of an intense four-month period of biweekly stakeholder meetings and a three-day charrette with a design team. These meetings helped to define major goals, create a vision and develop a concept plan for the study area. The stakeholders have opportunities to discuss potential strategies for plan implementation. Throughout the process it became apparent that the community as a whole were in agreement about the importance of Greenbriar Mall to the area. It was stressed that all LCI efforts should focus on projects that help rather than detract from or compete with the Mall.

### Vision

A community vision was developed as follows:

“To create an economically vibrant, integrated, interconnected community of all ages sharing in enhanced community assets. The focal point of these assets will be a more green, pedestrian friendly Greenbriar Mall area with clearly defined and improved access from local and major roads. The focal point will be nourished by a healthy mix of employment, housing and family entertainment uses.”



Public participation workshop

### Goals

The proposed study will focus on the following:

- Develop alternatives for underutilized or vacant property by encouraging a diversity of medium to high-density development, including residential, employment, and shopping and recreation choices at the study area.
- Encourage focused infill and redevelopment.
- Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking and biking and enable access to all uses within the study area.
- Connect the transportation system to other centers.
- Create civic space and focal points and improve the community's identity.
- Increase employment opportunities.
- Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity center.
- Study the options and implications for a MARTA rail extension
- Create a land use framework for guiding the growing development investment that is occurring and will occur in the study area.

## EXISTING CONDITIONS

### ***Economic and Demographic Analysis***

The area appears poorly maintained with some abandoned retail and commercial properties, such as the Westgate Shopping Center. The area, especially the retail, received a heavy blow when Delta Airlines abandoned their site in the late 1980's. Since that time, Greenbriar Mall and the surrounding retail has remained somewhat stagnate.

Population and household growth has remained low over the past 10 years and is expected to remain stable over the next five years. From 1990 to 2000, population and households grew at 1% annually and is forecast to maintain similar growth (.9%) annually to 2005. This expected growth over the next five years will outpace the expected growth of the City of Atlanta as a whole (.9% versus .5%).

The incomes of the area are low to moderate, with approximately 59% of all households within the study area earning incomes under \$50,000. In comparison, only 46% of households in the Atlanta MSA earn incomes under \$50,000, while 40% of City of Atlanta households fall into this group.

Although there appears to be a substantial number of senior housing developments in the study area, the percentage of individuals aged 45 and above is the same as for the Atlanta MSA (49%) and slightly less than the City of Atlanta (50%). Current population trends indicate that younger individuals will continue to move into the City. The key to redevelopment of the Greenbriar area will be to find suitable land uses that would serve the multi-generation, mixed-income and more diverse population.

Ideally, younger families with children will share certain uses, such as civic and green spaces, with the existing older populations.

Current statistics shown by recent Census Bureau information indicate that there is in fact a trend towards "in-town" living. The number of individuals moving to the inner city has been growing in the last several years due to the quality of life issues such as traffic, cultural attractions, etc. These individuals are more diverse, younger and of various income levels. Residential construction has increased inside the City to meet this shift in population by providing a mix of products. More specifically, within proximity of the study area, there have been a number of successful residential products of various income levels built in the last several years. It appears that this new construction can continue within the study area to serve this increase in demand.

### ***Land Use Analysis***

The residential communities surrounding the area exhibit typical suburban development patterns with cul-de-sac single family subdivisions served by strip commercial corridors, such as Campbellton Road. However, the area does contain a fair number of apartment complexes in different price ranges and a significant amount of senior housing.

### **Greenbriar Parking Lot**

This 6000 space parking lot is a land area that provides an excellent opportunity to encourage on-site mixed use development which should include needed support density for the mall area and should not conflict with the nearby residential community. Parking spaces at the mall are underutilized and abundant. In order to adequately serve the current square footage at a generous rate, only 4000 spaces would be required. The extra 2000 spaces account for approximately 20 acres of property that could be redeveloped

### **Underdeveloped and Vacant Tracts**

The Greenbriar area has experienced an influx of private investment recently. Major new

Developments have included various upscale residential projects and infill housing throughout the area. Still, opportunities exist for additional planned development at large and underutilized adjacent tracts served by local road system. Approximately 30 acres of underdeveloped and vacant land exists along Greenbriar Parkway and Continental Parkway. On the Westside of I-285 on Campbellton Rd. and Barge Rd. is a linear tract consisting of 40 acres. Another vacant property located south of Fountainbleau and various tracts along

Greenbriar Parkway offer opportunities for mixed-use development.

### **The Delta Project**

The former Delta Airline Call Center is currently unoccupied. The site is approximately 60 acres with existing buildings available for reuse. This property is unique because it includes large wooded areas and a lake. Efforts have been underway to market the site partially for office use or a technology call center.

### **The Former Westgate Shopping Center**

This shopping center located at the corner of Campbellton Road and Mt. Gilead Road is currently underutilized and has acreage available for new development. This particular center is a key site for redevelopment since it is a “gateway” into the Greenbriar Mall area.

### **The Kmart/Kroger Center**

Kmart anchors this center, and south of this building is a neighborhood shopping center that includes Kroger as a major anchor. The Kroger store is in the process of relocating to a vacant parcel just south of its current location. Negotiations are currently underway regarding the new site plan and the potential reuse of the vacated facility.

### **MARTA Park-and-Ride**

This Marta facility is located at the southwest corner of Campbellton Rd and Barge Rd. This lot and Greenbriar Mall serve as the hubs of bus activity in the area. This facility provides connections to Hightower and Oakland City MARTA stations. Currently 5 bus lines serve the Greenbriar Mall.

## ***Transportation Opportunities***

### **Roadways**

The study area is served by a number of regional facilities; arterial roadways, a local street system and the MARTA transit system. Access to the Mall area from adjacent major regional facilities could be improved.

Opportunity exists to improve direct I-285 access to the area south of Langford Freeway and to insure continuity of several of the multi-lane streets in this area. Opportunities exist to improve the design of the Langford Freeway interchange with Campbellton Rd/ Greenbriar Parkway and the capacity of several street segments and intersections primarily in the segment of Greenbriar Parkway from Headland Drive to Campbellton Rd. Major improvements to Campbellton Road currently underway provide an opportunity for continued redevelopment and improvement of the area.

### **Bicycle and Pedestrian Facilities**

The most comprehensive network of bicycle and pedestrian facilities is found in the City of Atlanta. Noteworthy projects include the Greenbriar trail from Greenbriar Mall to Hightower MARTA station. Most important, there is an opportunity to connect the mall area to and from the surrounding neighborhoods. Future plans for improving the area must include the creation of new park and open space as well as connections to park space outside of the study area. Connections to the proposed City of Atlanta greenways (Hampton Trail, Lakewood Trail) should also be encouraged.

### **MARTA Park and Ride/MARTA Rail**

Opportunity exists to relocate the 255-space Barge Rd. Park and Ride facility to the Greenbriar Mall vacant lot and establish a major transit transfer center. Southwest service area will be further analyzed in terms of routes and location of park and ride facilities with a proposed West Line Alternative Study. This study is the first step in the extension of the MARTA rail from Holmes Station to Fulton Industrial Boulevard. There is strong interest in a rail demonstration project, light or heavy rail, to extend from the Holmes extension to the Greenbriar area.

The Greenbriar area has experienced an influx of private investment recently. Major new developments have included various upscale residential projects and infill development.

Opportunities for further development abound. Additionally, successful development in South Fulton, the proximity to the airport, and access to the expressway system place the area in an excellent position for further quality development, specifically for a major regional activity center emphasizing mixed use, pedestrian friendly development with minimal transportation related conflicts with adjacent communities.

**Regional Transportation Projects (RTP)**

- Campbellton Rd.  
(Star Mist Dr. to Lee St.)  
Widen from 2 to 4 lanes w/  
sidewalks  
2025  
\$12 million
- Campbellton Rd.  
(SR 166/Enon Rd. to E. Barge Rd.)  
Widen 2 to 4 lanes  
2010  
\$10.4 million
- Barge Rd./Greenbriar Conn.  
New 4 lane facility  
2020  
\$800,000
- Stone Hogan Dr. Extension to Desert  
Dr.  
New 4 lane facility  
2010  
\$1.5 million
- Campbellton Rd. at Langford  
Parkway  
Interchange Improvement  
2010  
\$3 million
- SW Atlanta Transit Feasibility Study  
2005  
\$500,000

**Transportation Improvement Projects (TIP)**

- McMurray Dr.  
sidewalk  
2001  
\$150,000
- Childress Dr.  
sidewalk  
2003  
\$352,000
- Fairburn Rd.  
sidewalk  
2001  
\$1.4 million

**Quality of Life Bond Projects**

- Childress Dr. sidewalk  
\$400,000
- Continental Colony sidewalk  
\$120,000
- Greenbriar area plaza/greenspace  
\$2.4 million
- Mt. Gilead Rd. sidewalk (CIP)  
\$183,000
- Hogan Rd. sidewalk  
\$100,000
- Greenbriar Pkwy./Headland Dr.  
intersection improvements  
\$60,000

### ***Demographics***

Current statistics highlighted by recent Census Bureau information indicates that there is in fact a trend towards “in town” living. The number of individuals moving to the inner city has been growing in the last several years due to quality of life issues such as traffic, cultural attractions etc. These individuals are more diverse, younger and of various income levels. Residential construction has increased inside the City to meet this shift in population by providing a mix of products. More specifically, within proximity of the study area, there have been a number of successful residential products of various income levels built in the last several years. It appears that this new construction can continue within the study area to serve this population shift.

The population of this study area within 1-mile radius is 7,100 people with a median household income of \$42,000 and a median age of 35.4.

### **Strengths**

- The Greenbriar Mall area is in close proximity to downtown Atlanta, Hartsfield International Airport, the growing residential areas of South Fulton County and major employment centers such as Fulton Industrial Boulevard.
- The area has existing infrastructure that can support development of vacant land and redevelopment/reuse of existing facilities.
- The large vacant tracts surrounding mall evidence the potential for infill development. Moreover, reuse of existing vacant facilities, such as the old Delta property campus south of the mall, is exactly what the Livable Communities Initiatives Program

(LCI) seeks to encourage. The potential to encourage a wider range of mixed uses, a more balanced ratio of jobs and residential units, higher order of civic space and community, are all goals of the LCI program and of the City of Atlanta for the Greenbriar area.

- Successful implementation of the LCI program goals will enhance the Greenbriar area’s recognition as a Regional Activity Center. It already is regional in nature due to its central location within the Southwest Atlanta metropolitan area, its freeway and MARTA access and its employment base.





New home construction at High Point Estates

## ***For-Sale Residential Analysis***

### **Single-Family Detached Residential New Home Sales**

South Fulton County has historically been an affordable housing area. In 1998, over 45% of new single-family detached home sales were priced below \$100,000. Last year, only 2% of all new homes sales were priced below \$100,000, with the majority priced between \$100,000 and \$190,000. In addition to the increase in the price of new homes in the area, total sales have increased 34% annually on average since 1998. South Fulton County is becoming more popular as a residential location given its available land and strong regional access, including access to Fulton Industrial, Airport, and Downtown employment cores.

### **Attached Residential New Home Sales**

Residential demand for closer-in locations has surged over the past couple years. Infill development has mainly consisted of higher-density residential, including town homes and condominiums, within the city limits of Atlanta in south Fulton County (south of I-20). Total sales of attached new homes have increased an impressive 149% from 1999 to

2000 (444 sales in 1999 to 1,116 sales in 2000<sup>1</sup>). In 2000, the majority of new attached home sales in south Fulton have been priced above \$160,000 (51%). In comparison, the majority of sales in 1999 occurred in the \$100,000 - \$160,000 price ranges.

### **For-Sale Residential Competitive Supply**

New home construction is increasing in Fulton County, south of I-20. In order to understand the conditions and existing opportunities for for-sale residential in the local market, nineteen residential communities (including four attached communities) were surveyed. The majority of the communities are relatively small (less than 200 units) and priced above \$160,000. By and large, residential communities feature suburban designs and larger lot product, with average lot sizes exceeding one-fourth acre and ranging up to one acre in size. Over 80% of the buyers are move-up buyers from the local area. Very few buyers from outside of Atlanta are moving to this area. Singles and couples dominate the under \$190,000 housing market, with families with children most prevalent in the over \$190,000 market. The higher prices of new housing being developed in the area, combined with the age of existing housing product provides few desirable housing opportunities for younger singles, couples and starting families in the area, a key concern identified in public meetings with area residents.

**Grant Estates**, a new single-family community being developed south of the study area reflects the opportunities for higher-priced single-family homes being seen in the area and reflects the surprising

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<sup>1</sup> Smart Numbers



lack of affordability in the study area. Homes in Grant Estates average approximately \$215,000 in price and are selling well, with the community selling at a pace of 20 homes annually.



New homes of Savannah at Washington Park

Two closer-in residential communities provide an indication of the type of product that appears appropriate in the Greenbriar area. **Savannah at Washington Park** and **High Point Estates** are both infill communities selling well and providing homes on smaller, more urban lots. Both projects are selling well and are highly attractive to singles and couples, particularly in light of their smaller yards and lower-maintenance lifestyle opportunities.

On average, attached residential product is selling at a faster pace than single-family detached housing, 33 versus 22 units annually. Attached product has gained favor significantly in the intown areas of Atlanta over the past several years. Although no projects are actively selling in the study area, several projects are selling in areas nearby or comparable to Greenbriar. **The Cottages at Cascade**, a town home community on New Hope Rd, is performing very well. The community, priced between \$160,000 - \$185,000, is selling approximately 37 homes annually. In

addition, town homes at **Ware Estates**, in Mechanicsville, are selling well. These homes are priced similar to the Cottages at Cascade, \$140,000 - \$185,000 and appear to be attracting a significant number of young singles and couples.

## For-Sale Residential Demand

The major sources of demand include existing owner households moving within the area and projected new household growth. Households are qualified by income, affordability, turnover rates, home ownership rates, and preferences for new versus resale homes. Qualified income ranges were established through an assumed 8.7% annual percentage rate (including the current interest rate of 6.7%, second quarter, 2001), points, taxes, private mortgage insurance, and home owners insurance), a 5% - 20% down payment, and mortgage payment to income ratio of 29% applied to housing. This information is derived from various sources, including census housing reports, mortgage industry reports, secondary housing characteristics of new versus resale, and buyer preference studies.

Based on a better than fair share capture (assuming quality revitalization of the area), potential demand for new housing at the subject area is estimated at 98 single family detached and 49 attached home sales annually.

## **Residential Development Strengths, Challenges, and Opportunities**

The subject area's strengths, challenges, and opportunities for for-sale residential development are summarized below.

### **Strengths**

- Strong regional access, including access to Fulton Industrial, Airport, and Downtown employment cores
- Relatively low levels of new development – lower level of competition in the market
- Proximity to the prestigious area of Cascade
- Evidence of new for-sale residential in close proximity to the study area
- The existing housing stock (even though very little home renovation is occurring) within and within close proximity to the study area is dated but is relatively well maintained
- Communities developed in the area lack quality execution
- Current high level of demand for “closer-in” locations.

### **Challenges**

- Quality of existing housing along Campbellton Rd. is sporadic
- Campbellton Rd./vicinity around the study area is relatively unattractive, with vacant retail establishments and some poorly maintained commercial properties
- Campbellton Rd area lacks identity and prestige of Cascade Rd, South DeKalb and other minority areas
- Schools in the City of Atlanta and south Fulton County have historically been of lower quality

(based on test scores compared to the state norm)

- Lack of for-sale attached product in the area.

### **Opportunities**

- Mix of product types and price ranges, including product more attractive to a younger market audience
- Stronger product and community design
- Create a sense of community / identity in the market
- Positioned as a price alternative to Cascade Rd. area.

## ***For-Rent Residential Analysis***

### **South Fulton Apartment Market Trends**

Mainly due to the lack of new product and older existing product, the South Fulton apartment market is the most affordable market when compared to other areas such as Douglas, Cobb, Clayton, DeKalb, Gwinnett, and north Fulton counties. As of mid-year 2000, rents per square foot averaged \$0.61, well below the average of \$0.75. Occupancies, though below average, are trending upward from 93.6% in 1999 to 95.1% as of mid-year 2000 (slightly above Douglas County). Due to low levels of competition, the South Fulton apartment market concessions are very low and have decreased since 1999. Little evidence of concessions was found through surveys of apartment communities proximate to the study area.

Based on numerous interviews with area apartment managers, the quality of tenants appears to be increasing, illustrated by fewer delinquencies. Incomes will likely increase with more new housing options in the area.

### **For-Rent Residential Competitive Supply**

To gain an understanding of the local market, fifteen apartment communities were surveyed (located within the study area and proximate to the study area). The local apartment market is characterized by dated (built in the late 1960's to early 1970's) and poorly maintained complexes including town homes and stacked flats. Little evidence of new construction exists in the local market. Prices per square foot range from \$0.50 - \$0.88, with an average of approximately \$0.67. Occupancies remain relatively strong, averaging 95.9%.

Apartment managers have seen an increase in the quality of renters moving into the area, exhibited through lower delinquencies. Renter turnover remains low, with the majority of the renters staying for several years. Due to low concessions, relatively high occupancies and strong rents, and lack of new product in the area, an opportunity exists to offer higher quality, new apartment product to the area.

### **For-Rent Residential Demand**

The primary sources of rental demand will emanate from new household growth to the area and existing renter turnover. Households are qualified based on incomes, propensity to rent versus own, turnover, and propensity to rent new product versus existing product. Qualifying incomes were based on incomes of renters at competitive properties and assuming gross monthly income equal to four times monthly rent.

Based on a better than fair share capture (assuming quality revitalization of the area), the subject area's potential demand for rental housing is estimated at approximately 200 units annually.

### **Apartment Development Strengths, Challenges, and Opportunities**

The subject area's strengths, challenges, and opportunities for rental apartment development are summarized below.

#### **Strengths**

- Relatively strong rents for modest quality, older housing stock
- Market evidence of move-up renters from higher crime, less desirable areas
- Strong access to major employment cores
- Relatively strong access to retail services
- Area is accessible to MARTA bus service
- Strong demand for rental housing – new product leasing well.

#### **Challenges**

- Lack of MARTA rail access
- Appearance of Campbellton Rd./Greenbriar Mall area tarnishing image of the area, particularly retail.

#### **Opportunities**

- Opportunity to offer new, higher quality product, smaller units, higher price per square foot yet comparable rents
- Opportunity to create a sense of safety through mixed-use development, landscaping, and community amenities
- Few new competitive product in the market
- Provide more modern, “hip” product.

## ***Office/Business Park Analysis***

### **Airport / South Fulton Office Market Trends**

The Airport / South Atlanta office core is considered a 3<sup>rd</sup> Generation Core. A 3<sup>rd</sup> Generation Core was typically established in the 1970's and grew rapidly during the 1980's, now in a mature stage. Airport / S. Atlanta contains 2.3% of the total Atlanta office space or 2,746,726 square feet. Overall, this office core exhibits the highest vacancy rate of the Atlanta metropolitan area, 25.6% (up from 18% in 1999).

Absorption, though increased slightly from 1999 – 2000, has remained relatively low. Importantly, the Airport/S. Atlanta office core captures more than its fair share of absorption. The major industry groups in the area include F.I.R.E. (finance, insurance, and real estate), professional services, and transportation, communication, and utilities. The South Atlanta office core currently lacks the identity as a major employment area.

the end of April 2001. Overall, the average occupancy rate is nearly 90% and has remained relatively stable over the past year. Lease rates range on average from \$11.50 - \$13.60 per square foot. The average tenant size is 3,800 square feet and mainly local serving.

### **Office / Business Park Competitive Supply**

Few quality office / business parks exist near the study area. In order to understand the quality and performance of existing office space in the area, six office projects were surveyed. These projects were mainly located on Cascade Rd., Camp Creek Parkway, and within the Greenbriar Mall Area LCI. The projects located within the study area are dated, relatively unattractive, and performing poorly compared to other areas (below average occupancy rates; may be due to old product and high lease rates when compared to the market). The newest project, 53,000 square foot Promenade Park on Cascade Rd., finished construction last year and will likely be 100% occupied by

**Office / Business Park Demand**

Office / Business Park Development Strengths, Challenges, and Opportunities

The subject area's strengths, challenges, and opportunities for office/business park development are summarized below.

**Strengths**

- Quick access to Hartsfield and downtown
- General lack of quality buildings and parks
- Interest in the Delta property appears to be increasing.

**Challenges**

- Abundant property available for business park development along Camp Creek Parkway
- Area around subject property lacks perception as an employment core
- Quality services (dining/shopping) do not currently exist around Greenbriar to support employment
- Local corporations have the perception the area is crime ridden.

**Opportunities**

- Opportunity may exist for a high quality, yet moderately priced business park
- Attracting a tenant to the Delta property will be important to spur retail demand
- Likely to include a higher percentage of local serving versus regional serving employment.

## ***Retail Analysis***

### **South Atlanta/Airport Retail Market Trends**

The South Atlanta/Airport retail market contains approximately 3,009,573 square feet or 2.4% of the total Atlanta metropolitan area. This is an increase of over 435,000 square feet since last year. Due in part from the increase in retail space, the overall vacancy rate has increased from 9% to 13% currently (slightly above the market average of 11%). This market is receiving less than its fair share of occupied square feet. Currently, no new space is under construction.

### **Local Retail Competitive Supply**

In order to understand the existing retail market trends and opportunities, eleven retail centers were surveyed. These centers are located mainly within a 3-mile radius of the study area. The study area, containing Greenbriar Mall, Greenbriar Shopping Center, Greenbriar Village, and Greenbriar Market Place, can be characterized by older (constructed in the late 1960's to early 1980's) centers with relatively strong occupancies. The study area is priced as a value when compared to new retail constructed in the Cascade Rd. area. Occupancies have remained stable over the past year with minimal turnover. Vacancies are usually filled rather quickly. Centers along Cascade Rd. are even in a position to be quite selective in tenants, accepting only quality, credit tenants such as Wolf Camera, Radio Shack, and General Nutrition Centers. Overall, retail within the study area is relatively unattractive and dated in appearance. Some centers, Westgate Shopping Center for example, are extremely rundown and are no longer viable as a retail center.

Overall, the local area contains nearly 1,400,000 square feet of retail and approximately 72,000 square feet vacant (5% vacancy rate, significantly lower than the overall South Fulton/Airport retail market). The study area lacks quality, credit tenants. Plans are underway to construct a new Kroger near the existing Kroger site off of Headland Avenue. This shopping center will contain approximately 110,000 square feet of retail, including the new Kroger.

Greenbriar Mall has struggled to attract quality tenants, due to a negative perception of the area and low sales per square foot performance. The mall is currently achieving approximately \$245 per square foot, significantly lower than the national average of \$323 per square foot for regional malls.



### **Retail Development Strengths, Challenges, and Opportunities**

The subject area's strengths, challenges, and opportunities for retail development are summarized below.

#### **Strengths**

- General lack of quality retail centers along Campbellton Rd.
- Strong regional access via I-285 and Langford Parkway
- Relatively strong performance of some lower quality, older centers
- Success of Magic Johnson Theatres and TGIF restaurant is encouraging.

#### **Challenges**

- Area lacks visibility from I-285
- Existing retail along Campbellton Rd./Greenbriar Mall is mixed in quality
- Unattractive retail along Campbellton Rd. gives indication of poor retail market to prospective tenants
- Difficulties at Greenbriar Mall (and perceptions thereof) negatively impacts surrounding area.

#### **Opportunities**

- Reuse of the Delta building will spur new activity to the area
- Opportunity for retail to be price positioned below new retail on Cascade Rd.
- Attracting national tenants will be important to the project's success
- Attracting discount "boxes" to Greenbriar
- Entertainment Center (restaurants) to compliment theatre.

## ***Land Use Recommendations***

### **For-Sale Residential**

For-sale residential represents the strongest opportunity in the study area. An opportunity exists to provide smaller-lot, quality TND-oriented detached product, particularly product priced below \$250,000 (including significant product below \$200,000). Additional opportunities exist for establishing some attached product in the study area, particularly town homes. Attached product should feature some type of natural orientation and/or be incorporated as part of a larger residential community (mixed with single family detached housing).

### **For-Rent Residential**

For-rent residential represents a modest opportunity in the study area. The best opportunity is for product price-positioned above existing rental product in the local market. It is recommended to provide opportunities for new, more urban low-rise product as well as some rental above retail. Redevelopment of the Westgate Shopping Center site should be considered with more moderately priced garden-style product. More urban product should be priced around \$0.90 to \$1.00 per square foot, with the more moderately priced product closer to \$0.75 per square foot.

### **Office/Business Park**

Development of the Delta property should be pursued for both larger-tenant user as well as smaller tenants. Market regional access, existing availability of space, access to fiber optic lines, and access to affordable labor pool to larger tenants, particularly service tenants. Opportunities for office development could be enhanced by the

increased attractiveness of the area (need for park or focal point off or on the Delta property). Local-serving office users could be located on mall property above or adjacent to new Main Street shops. Consider utilizing tax increment financing, tax abatement, or other recruiting strategies to incite users to the local market.

### **Retail**

Demand for new retail is moderate, up to 200,000 square feet over the next five years. Pruning existing retail centers under performing in the market could increase the amount of retail space demanded. The retail demand potential assumes the ability to create more demand potential through increased rooftops and employees in the study area. An opportunity exists to establish more big boxes (in a more pedestrian friendly orientation) in the study area, given the lack of competition in the greater southwest Atlanta area. Capitalize on the preliminary establishment of entertainment retail (Magic Johnson Theaters) with additional restaurants and family entertainment options. Greenbriar Mall should be re-tenanted with discount retailers including big boxes (Target) and establish the mall as the focal point of the study area.

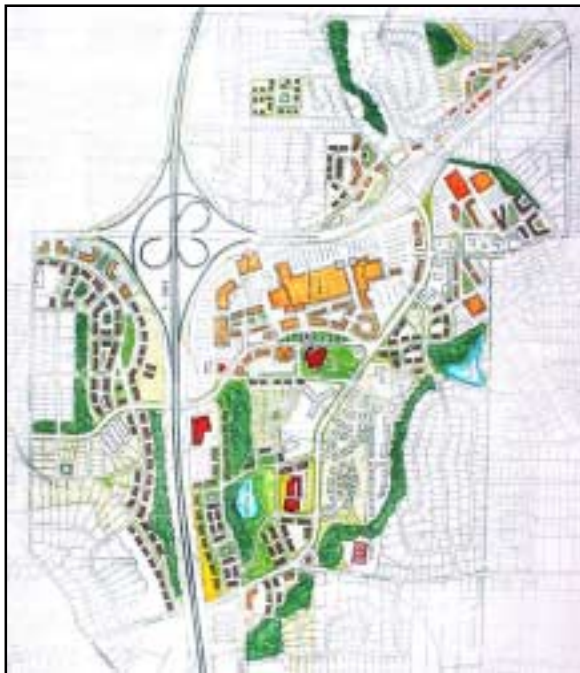
### **Estimated demand for new construction within LCI study area**

USE	BUILT-OUT	YEARS
Open Space	45.5 acres	N/A
Houses	188	2
Condo/Town	377 units	8
Apartments	943 units	4.7
Retail	948k s.f.	5
Office	223.5k s.f.	6
Hotel	100 rooms	N/A

SOURCE: Robert Charles Lesser & Co.

## CONCEPT PLAN

The Greenbriar Mall followed the pattern of most post World War II car-dominated suburban development that assumed that all access would be by car. Little, or no, concern was given to either pedestrian or transit accessibility in planning and design. As such, The Greenbriar, like most Malls built during this period, was set within large parking fields – and the larger the better. Today these large parking lots physically separate the mall from surrounding community and support primarily auto-oriented accessibility. At the same time, and from a retail perspective, the Greenbriar has also fallen behind the competitive position of newer regional retail centers, declining as an attractive retail destination both regionally and for the local community. Yet the market potential now exists to upgrade the Greenbriar, both in terms of square feet and tenant-mix. These twin issues of urban design and real estate market potential frame the opportunity for the redevelopment of the Greenbriar mall into an economically and socially vital mixed-use town center.



### Key Concepts

- Defining walkable neighborhoods – and neighborhood commercial centers.
- Creating an interconnected street network that supports pedestrians as well as shorter local auto trips and transit
- Proposing a mix of land uses, particularly higher density housing in a range of new housing types reflecting changing demographic needs and community desires.
- Creating a new network of public squares, parks, community focal points, and natural open spaces.

The design team described the final concept agreed upon by the stakeholders as follows:

### The Town Center – The Greenbriar Mall Area

This proposal calls specifically for creating a new mixed-use commercial center along the south-side of the Greenbriar Mall that would both expand the retail, commercial and tenant mix opportunities while providing a vital focal point for the creation of a town center for the Greenbriar community. New retail and commercial buildings would be developed utilizing the mall's large, underused, south parking lot. This new commercial development would be designed as two-story commercial buildings that could include 2-story retail shops or single floor shops with offices above. These commercial building would define new pedestrian-friendly retail streets and blocks along the south face of the mall, extend commercial activity outward toward the street, frame a new town square along Greenbriar Parkway, reach out toward Continental Colony Drive, and link the mall

to proposed mix use development to the south.

Facing the new town square along the south side of Greenbriar Parkway is a proposed new cultural and performing arts center. This signature building would establish a civic axis across to the town square. A new park directly to its east provides an opportunity for outdoor performances. A new hotel adjacent to the Performing Arts Center, also facing the new town square, would reinforce the regional and community wide orientation of this location. Directly to the west of this is the site for a Marta transit facility. This new facility would be within a half mile of the two new mixed-use higher density neighborhoods proposed for undeveloped land west of I-285 and for the former Delta Airlines campus. A transit facility at this location would put the centers of these new mixed-use residential neighborhoods within a ten-minute walk of transit.

### **The Southwest Neighborhood - “Delta Property”**

South of the Performing Arts center, on and adjacent to the former Delta Airlines property, a new mixed-use residential neighborhood is proposed, combining a range of higher density housing types organized around neighborhood public green space, reuse of the Delta facilities for civic, institutional or office uses and creation of significant public open space that incorporates the sites natural features and topography, including a lake and steeply sloping ravines running north the north and south ends of the site. Housing types include apartments, town homes, stacked flats, condominiums and small-lot single-family cottages, especially targeted to the empty-nester market. A key feature of this new neighborhood is the creation of a local street

network, connecting north and south, east and west through the site. These new streets defined by appropriate residential architecture make possible either short walks between the new neighborhood and the town center (including the Marta facility) or short auto trips along local roads.

### **The Northwest Neighborhood - The Westgate Center Redevelopment**

In the northwest corner of the redesigned intersection of Campbellton Road, Greenbriar Road, and Langford Expressway, redevelopment of the Westgate Shopping Center into a new neighborhood commercial area is proposed. This new neighborhood commercial center will help satisfy commercial demand primarily from neighborhoods north of the Langford Parkway. It will provide convenience “corner store” type services for residents of the northwest and portions of the northeast neighborhoods, giving residents the option of walking to the store. New commercial buildings will house retail and professional uses and be organized around a new green square that will create a highly visible and attractive new front door for these neighborhoods.

### **The Northeast Neighborhood - Campbellton Road Redevelopment**

East of the Westgate Center, along Campbellton Road, a revitalized commercial corridor is envisioned that combines redeveloped and upgraded auto oriented uses along the south side, with a new neighborhood green space and village center at the northwest corner of Childress and Campbellton Roads. New, infill single-family residential is proposed adjacent to this new neighborhood center. This new residential neighborhood provides a variety

of single-family housing options, including small-lot, one-story, empty-nester cottages.

### **Headland Drive Commercial Corridor - Kroger / K Mart Redevelopment**

Opposite the Greenbriar Mall, across Greenbriar Parkway, the commercial corridor along Headland Drive is revitalized with new and expanded retail uses and additional higher density town homes and apartments fronting on public greens.

On the north side of Headland, the K-Mart center is expanded with the addition of a new big box user and in-line stores that create commercial streets and squares, and create a pedestrian connection between the K-Mart entrance, Headland Drive and the expanded Kroger grocery store on the south side. Next to the expanded K-Mart is a new townhouse/ apartment development on the redeveloped Flea Market site.

Opposite the K-Mart on the south side of Headland, is a new neighborhood commercial center anchored by an expanded Kroger. This center features in-line shops along pedestrian-oriented retail streets creating a small square and a highly visible setting for a new community grocery. Finally, a new street links the Kroger to Fontainebleau Road.

### **The West Neighborhood I-285 west to Barge Road**

The last neighborhood is west of I-285 and features new medium density townhouses and apartments, together with mixed-use commercial buildings. A key element of this site, like the Delta site, is the creation of a street network that will improve both auto and pedestrian circulation throughout the

community, and particularly between the Ben Hill neighborhood to the west and the new Greenbriar Town Center. A new single-family neighborhood is proposed that would continue the single family uses along Barge road and immediately adjacent to the study area along its southwest boundary.



## ***Specific Site Recommendations***

### **Greenbriar Mall**

Greenbriar Mall should be preserved as a regional mall by adding larger-box discount anchors (Target) to existing mall structure, possibly removing existing smaller, more difficult to lease spaces. Remove some mall parking and create a hard and soft-scaped focal point on the southern side of the mall, connecting Magic Johnson Theatres to mall itself. Develop restaurants and entertainment uses around park/focal point to strengthen link to mall and create focal point for entire study area. Provide possible opportunities for shops fronting on Greenbriar Parkway or focal point space (possible offices or residential units above). Additionally, it is important to physically enhance attractiveness of mall parking areas by adding more landscaping, sidewalks, possibly fountains to soften hard appearance, and adequate lighting.

### **Delta Property**

Continue the park/focal point design and space across Greenbriar Parkway onto the Delta property. It is advisable to market the existing buildings on the property to either an institutional user, such as a satellite college campus, or to larger service/call center tenants. The vacant, undeveloped portions of the property, particularly those around the lake, should be developed with attached or higher-density detached for-sale residential and possibly for-rent residential. To maintain a pedestrian friendly environment, the property should be tied into the study area with trails and pathways in addition to the park/focal point.

### **Vacant Tract West of I-285**

It is recommended that this large, vacant tract be developed as a park and TND-

oriented residential community featuring for-sale and rental product. The detached for-sale product should be priced between \$130,000 and \$250,000 with attached product priced below \$150,000 (tapping into price points not offered in the local market). Parks and trails should be developed within the community and physically connected to the Greenbriar and Delta property via a strong pedestrian system. A possible community center, including a small town center with shops and offices, should be considered. Rental apartments, particularly around a town center, represent a development opportunity as well. An opportunity exists for local serving office, if direct visibility and access can be obtained to Campbellton Rd.

### **Westgate Shopping Center Site**

The existing retail center known as the Westgate Shopping Center is no longer viable for significant retail use and should be razed. Moderately priced rental product or for-sale attached product should be considered for development at this site. Given site issues, this site should not be first development priority in the study area. Instead, the site should be developed once the study area has become more established.

### **Greenbriar Market Place Site**

The existing retail center anchored by Kmart and Big Lots is functioning moderately well in the market and may be a tough sell for redevelopment. However, the eastern portion of the property, with the flea market, is less functional may represent an opportunity for retail “pruning” and redevelopment for higher-density residential.

**IMPLEMENTATION STRATEGY**

Implementation outlines the next steps in the process after adoption of the plan. It includes a list of strategies, policies, and programs, and/or projects, timelines and responsible parties. Most important, this plan is attempting to address conflict among different land uses, growth and traffic while providing livable communities, places where people can live/work and enjoy, balancing economic growth while preserving natural resources and overall improving the quality of life of the residents of the area.

Stakeholders identified several efforts to assure implementation. These included having joint meetings between Neighborhood Planning Units P and R and developing a citizen panel of NPU and business representatives to monitor implementation. There were discussions around organizing the businesses in the area to promote economic development. Stakeholders agreed to continue working with the City as we initiate implementation through land use and zoning changes to be included in the Comprehensive Development Plan.

The City is working with the Atlanta Development Authority to create and put together resources to promote development of major projects, including housing and economic development initiatives. The City will continue marketing the concept plan to major stakeholders and developers.

The City has a major initiative underway for acquisition of open space through a number of different funding sources including federal, state, local and non-profit organizations.

The Atlanta Regional Commission has committed to provide funding for implementation of plan elements related to

transportation. Their expressed desire is for public infrastructure investments to spur private investment within existing activity centers.

The Greenbriar Livable Center plan outlines very specific strategies for achieving this goal. Following is an action plan to implement the concept. The plan elements are specified on Map 14. First, the plan lists a 5-year schedule of local actions planned to implement study goals with an estimated start date, completion date and responsible party. There is a 5-year prioritized description of transportation improvement projects with preliminary budget estimates.

Following the list of transportation improvements there is a list of the potential changes necessary to the City of Atlanta's Future Land Use Plan to implement the plan goals. The potential changes, along with any new urban design and zoning regulations, will be included in the City's scheduled update to its Comprehensive Plan. Lastly, strategies for funding scheduled improvements are outlined to supplement the potential funding from the Atlanta Regional Commission's Livable Center Initiatives program.



***Five-Year Local Actions***

<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>START/END</b>
1. Identify funding source for razing Westgate Center Site as an incentive for private re-development	Bureau of Planning	6/01-7/02
2. Facilitate negotiation between Mall and MARTA for temporary relocation of park & ride facility in conjunction with closure of Barge Road facility	Bureau of Planning	6/01-7/02
3. Continue targeted Code Enforcement along Campbellton Road	Bureau of Planning	Ongoing
4. Implement recommendations from the community's smart growth study with the City project to widen Campbellton Road east of Star Mist Drive: build sidewalks; close curb cuts where possible	Public Works	6/01-7/02
5. MARTA to perform a comprehensive assessment of the number and location of bus shelters in the area	MARTA	6/01-7/02
6. Mall to provide subsidy to employees for MARTA to encourage transit use.	Greenbriar Mall	7/01-8/02
7. City to become an active stakeholder in the Metro HOV and Regional Transit studies	Bureau of Planning/ Public Works	10/01-10/02
8. Move project AT 174 Campbellton/Langford Pkwy project into the 2005 network year as part of the upcoming RTP update process	Bureau of Planning	8/01-11/02
9. Include Greenbriar Parkway extension in the Regional ARC network as part of the upcoming RTP update process	Bureau of Planning	8/01-10/02
10. Include a half diamond interchange at I-285/Greenbriar Parkway in the regional network as part of RTP update	Bureau of Planning	8/01-10/02
11. Provide mall directional signage, possibly with, uniform logo and additional landscaping	Greenbriar Mall	12/01-12/02
12. Repair broken sidewalks throughout interior of Mall	Greenbriar Mall	6/02-6/03
13. Study and improve parking lot lighting	Greenbriar Mall	6/01-12/02

14. Meet with Economic Development Specialists (GA Power, Tourism and Trade) to market Delta Facility and area	Bureau of Planning	12/01-03/02
15. Contact Atlanta Chamber to sponsor an event at the Mall	Bureau of Planning	12/01-03/02
16. Support negotiations for an Arts Center in area to meet community desire for family entertainment	Bureau of Planning	6/01-6/03
17. Explore possibility of locating a police precinct in the nearby mall area	Planning/ Police Department	6/01-6/02
18. Adopt access management regulations for all new roads and implement with redevelopment. Access management refers to closing curb cuts, sharing parking lots etc.	Planning/ Public Works	6/02-7/03
19. Adopt streetscape guidelines for new streets and implement with redevelopment. Typical streetscapes will vary with road location	Bureau of Planning	6/02-8/03
20. Market area with brochures, completed study	Mall/Planning	6/01-6/04
21. Negotiate with Mall to develop extra 20 acres now being occupied by parking spaces	Mall/Planning	8/01-10/04
22. Amend parking space requirements consistent with town center design (parking structures within buildings, on-street parking allowed on major roadways, shared parking provisions, density credits in exchange for less parking)	Bureau of Planning	01/02-01/03
23. Amend zoning regulations to promote inter-connection of streets between developments	Planning/ Public Works	01/02-08/03
24. Ensure that the intersection of Campbellton Road and Childress Drive is improved with turn lanes and signalization in coordination with City widening project	Public Works	06/01-07/03
25. Move the SW Rail Transit Feasibility Study into the short term Transportation Improvement Program (TIP) from the Long Range Plan and conduct the study. The study should also be coordinated with GRTA's upcoming Regional Transit Action Plan.	Planning/ Public Works	06/01-08/03
26. Install overhead road name signs along the major corridors in the study area (Greenbriar Parkway, Continental Colony Pkwy, Headland Drive, Hogan Road, Campbellton Road)	Public Works	06/01-10/02
<b>Cost: \$200,000</b>		

27. Install signs along Langford Parkway describing lane assignments for I-285 Northbound and Southbound. An additional directional sign should be located at the westbound Campbellton Road exit identifying Greenbriar Mall location.	Public Works/ GaDOT	03/02-04/03
<b>Cost: \$300,000</b>		
28. Ensure that the City's Campbellton Road widening project provides for streetscapes (sidewalks, street trees)	Planning/ Public Works	06/01-07/03
29. Assure community involvement in future Mall site Improvements for better pedestrian internal circulation, parking lot reconfiguration into blocks, and additional green space within the parking lot.	Planning/ Mall	01/02-01/03
30. Appoint a planner within the Bureau of Planning to spearhead the economic development desires expressed in the plan	Planning	Ongoing
31. Conduct periodic joint NPU P & R meetings	NPU's P & R	Ongoing

***Five-Year Prioritized List Of Transportation Projects***

(See Map 14)

		<b>START/END</b>
<b>A.2/C.5</b> Conduct concept and engineering design plan for an interchange improvement at Langford Parkway at Campbellton Road/Greenbriar Parkway. Move the project from the 2010 RTP network to 2005 as part of the RTP update. Concept and design to include a redesign of Campbellton Road at Mt. Gilead Road intersection. Landscaping and signage for an ultimate gateway into the area should be included in design	<b>Cost: \$150,000</b>	10/01-10/02
<b>A.1</b> Conduct concept and engineering design plans for a half diamond interchange @ I-285/Greenbriar Parkway. Concept design must establish need and purpose for the project in order to include it in the Regional Transportation Plan update. Concept process should also include the development of either an Interchange Justification Report (IJR) or Interchange Modification Report (IMR) as may be required by the Federal Highway Administration. The concept and engineering study must also consider and coordinate with the System-wide HOV Plan being developed by Georgia Department of Transportation.	<b>Cost: \$200,000</b>	12/01-12/02
<b>C.1</b> Conduct detailed traffic analysis, engineering design and build an improvement to Greenbriar Parkway at Headland Drive intersection. Analysis to include traffic operational improvements to the access road into and out of Greenbriar Mall, which aligns with Headland Drive.	<b>Cost: \$400,000</b>	1/02-1/03
<b>C.2</b> Detailed traffic analysis, engineering design, gateway design and build an improvement at the Barge Road and Campbellton Road intersection. The design should address the current circulation issues at the Barge Road Park and Ride Lot.	<b>Cost: \$400,000</b>	1/02-1/03
<b>C.3</b> Design and Build a Gateway improvement at Greenbriar Parkway and Continental Colony Parkway to include green traffic islands, better striping and signing. Perform a traffic signal warrant analysis and include a traffic signal cost	<b>Cost: \$65,000</b>	4/02-4/03
<b>D.2</b> Design/build major streetscape along Greenbriar Parkway (from Langford Parkway to I-285)	<b>Cost: \$1,920,000</b>	4/03-4/04
<b>D.3</b> Design/build major streetscape along Continental Colony Parkway (from Greenbriar Pkwy to Hogan Rd)	<b>Cost: \$3,160,000</b>	5/03-5/04

<b>D.5</b> Design/build minor streetscape along Hogan Road (from Stone Hogan to City limits)	<b>Cost: \$500,000</b>	6/03-6/04
<b>D.7</b> Design/build minor streetscape along Childress Drive (from Panther Trail to Campbellton Road)	<b>Cost: \$250,000</b>	6/02-6/03
<b>D.6</b> Design/build minor streetscape along Headland Drive (from Greenbriar Pkwy to City limits)	<b>Cost: \$250,000</b>	6/02-6/03
<b>D.4</b> Design/build sidewalk- one side of Barge Rd (from Campbellton Road to Greenbriar Pkwy)	<b>Cost: \$750,000</b>	6/03-6/04
<b>B.3</b> Design/build the Barge Road/Greenbriar Parkway connector road	<b>Cost: \$900,000</b>	6/04-6/05
<b>B.2</b> Design/build the Greenbriar Parkway Road extension to Stone Road. Include in the RTP update process.	<b>Cost: \$500,000</b>	6/04-6/05
<b>B.1</b> Design and build for the Stone Hogan Road extension to North Desert Drive.	<b>Cost: \$1,650,000</b>	6/04-6/05
<b>A.3</b> Conduct need and purpose study for a potential reconfiguration of the I-285/SR 166 interchange. Include in the Regional Transportation Plan Update.	<b>Cost: \$750,000</b>	8/02-4/03
Develop a greenway feasibility and location plan to connect the Greenbriar Mall area to the proposed Lakewood Trail and to the parks outside the study area	<b>Cost: \$60,000</b>	12/04-12/05

Several strategies were identified in the 5-year plan to further the implementation of long-term transportation projects. There is awareness that major transportation improvements needed in the area may take longer than 5 years to complete. However, their desire is to use LCI funds to advance area projects in the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). It was felt that these strategies were the most optimal in making these long-term improvements a reality. Below are estimates of the construction costs for the major projects based on preliminary sketches developed in the LCI process.

### ***Long Term Transportation Improvement Projects***

(Beyond 5-year period)

- Build I285/Greenbriar Parkway half diamond interchange **Cost: \$10 Million**
- Build Langford Pkwy/Greenbriar Interchange improvement **Cost: \$5 million**
- Reconstruct I-285/SR 166 interchange **Cost: \$100 million**

\*\*All construction cost estimates are for construction only and do not include right-of-way cost estimates

### ***Changes To Comprehensive Plan***

1. Change designation of the mall area parking lot from low density commercial to mixed-use category (requires a minimum of 20% residential)
2. Change Southwest quadrant of SR 166 and I-285 to multi and single family uses from low density commercial.
3. Change area on the south side of Greenbriar Parkway and west side of I-285 from low density commercial to multi family (medium or high density residential allows up to 34 units per acre)
4. Preserve all floodplain areas as open green space along the entire south end of the study area
5. Change portions of the office institution designation at the Delta facility site to single family, multi-family, mixed use and non-religious civic use.
6. Change area on the southwest corner of Greenbriar Parkway and Continental Colony Parkway from low density commercial to mixed use.

### ***Potential Urban Design and Zoning Regulations***

1. Development must meet a build-to line of 30 feet from the back of curb, rather than a setback line
2. Primary building entrances must face onto the sidewalk and street
3. Only one curb cut is allowed per business
4. Encourage shared parking; require connections between parking lots and sidewalks
5. Require a 10' landscape buffer around the edge of parking lots adjacent to residences
6. Require a 5' landscape buffer around the edge of parking lots adjacent to streets
7. Prohibit blank walls at building façade
8. Require natural building materials, such as stone, wood, slate, or Georgia red brick. Do not allow any artificial or industrial materials such as aluminum
9. Require pedestrian scale monument signs with natural materials (9 foot maximum from ground to the top of sign support)

10. Sidewalks will be required along all streets
11. Buildings will have a 5' pedestrian zone along three sides
12. Require large developments to provide usable open space in the form of courtyards or plazas
13. Provide bicycle racks at activity centers and major developments
14. Provide pedestrian level lighting at a height of ten (10) feet or less near building entryways
15. Building height shall not exceed 3 stories unless visibility from the highway is an issue
16. Prohibit billboard signs
17. Loading/service areas including refuse containers should be out of public view and not front onto a primary street
18. Mechanical equipment on roof must be screened from public view
19. Place 50% of the parking either in the rear of the building or within the building structure
20. Building height on parking structures will be limited to 2 stories. The two-story maximum applies to stand-alone structures as well as parking within mixed used buildings.

### ***Potential Funding Sources***

#### Transportation

- Atlanta Regional Commission Livable Centers Initiative Fund
- Atlanta Regional Commission Surface Transportation Improvement Funds (STP)
- Congestion Mitigation and Air Quality Funds (CMAQ)
- Transportation Enhancement Funds (TEA)
- City of Atlanta Quality of Life Bonds for sidewalks, streets, bridges and traffic control devices
- MARTA transit funds for improvements to area

#### Economic Development

- City of Atlanta Community Development Block Grants
- Use Tax Allocation District and Tax Increment Financing programs to entice development

#### Greenspace Acquisition

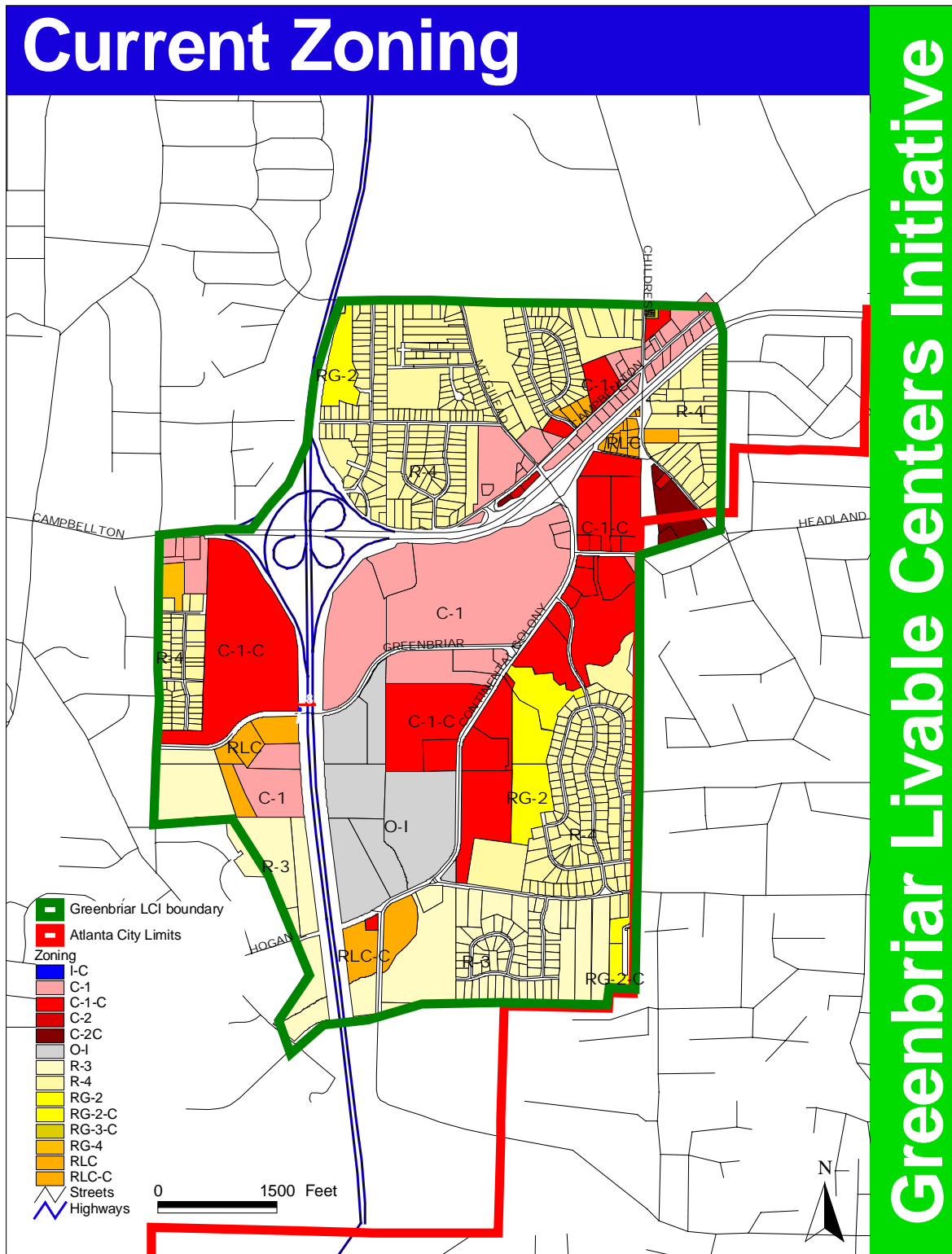
- Governors Open Space Acquisition Program
- City of Atlanta Park Impact Fees (North, South and West service areas)
- City of Atlanta Quality of Life Bonds for public plazas and greenspace
- Georgia Department of Transportation Wetland Mitigation Banking Program
- City of Atlanta Parks and Recreation Park Improvement Fund
- Non-profit organizations: Park Pride, Path Foundation, Trust for Public Land, Nature Conservancy



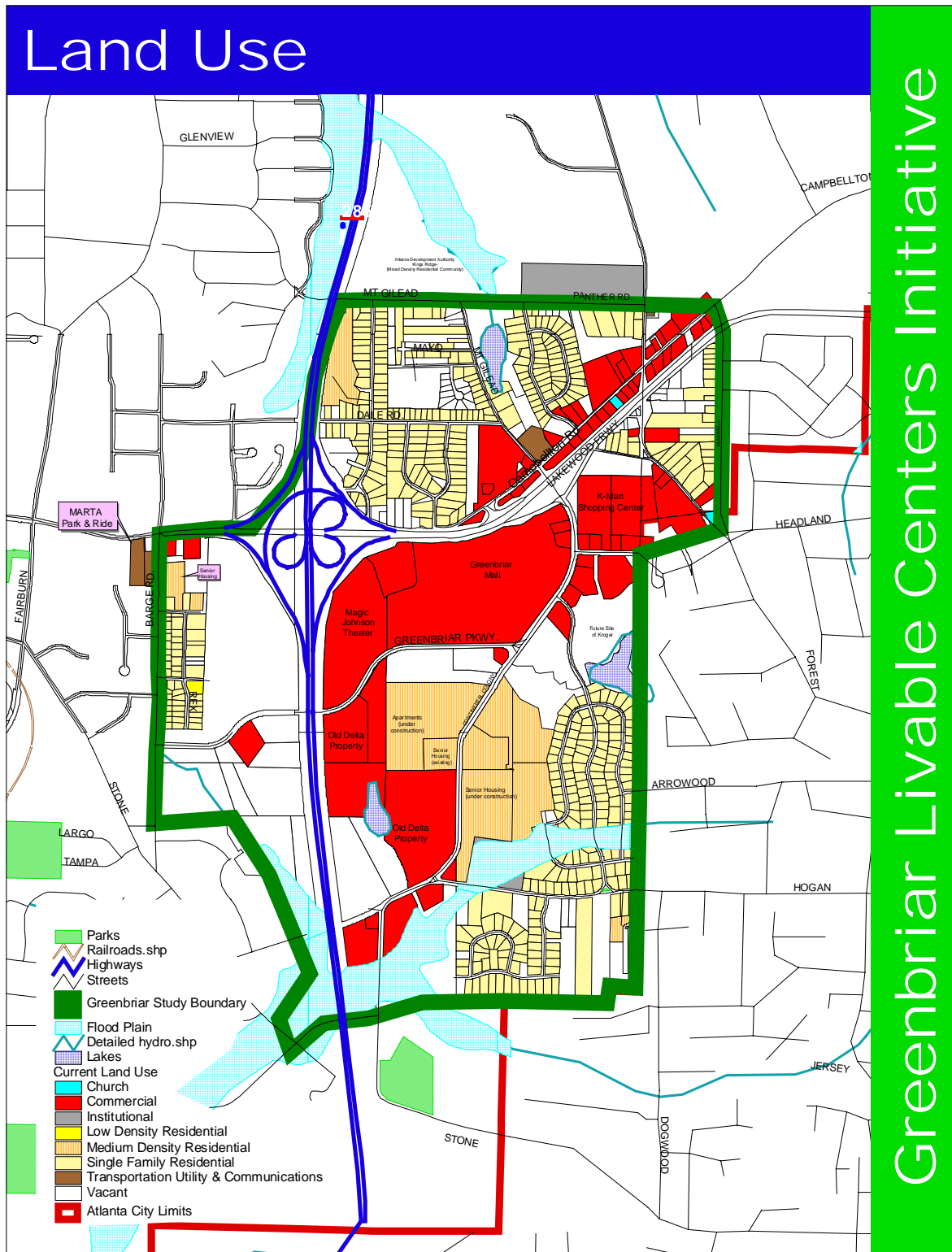
**ATTACHMENTS**

- Map 1: Current Zoning
- Map 2: Land Use
- Map 3: MARTA services
- Map 4: Redevelopment Projects Plan
- Map 5: Shopping Centers
- Map 6: Study Area

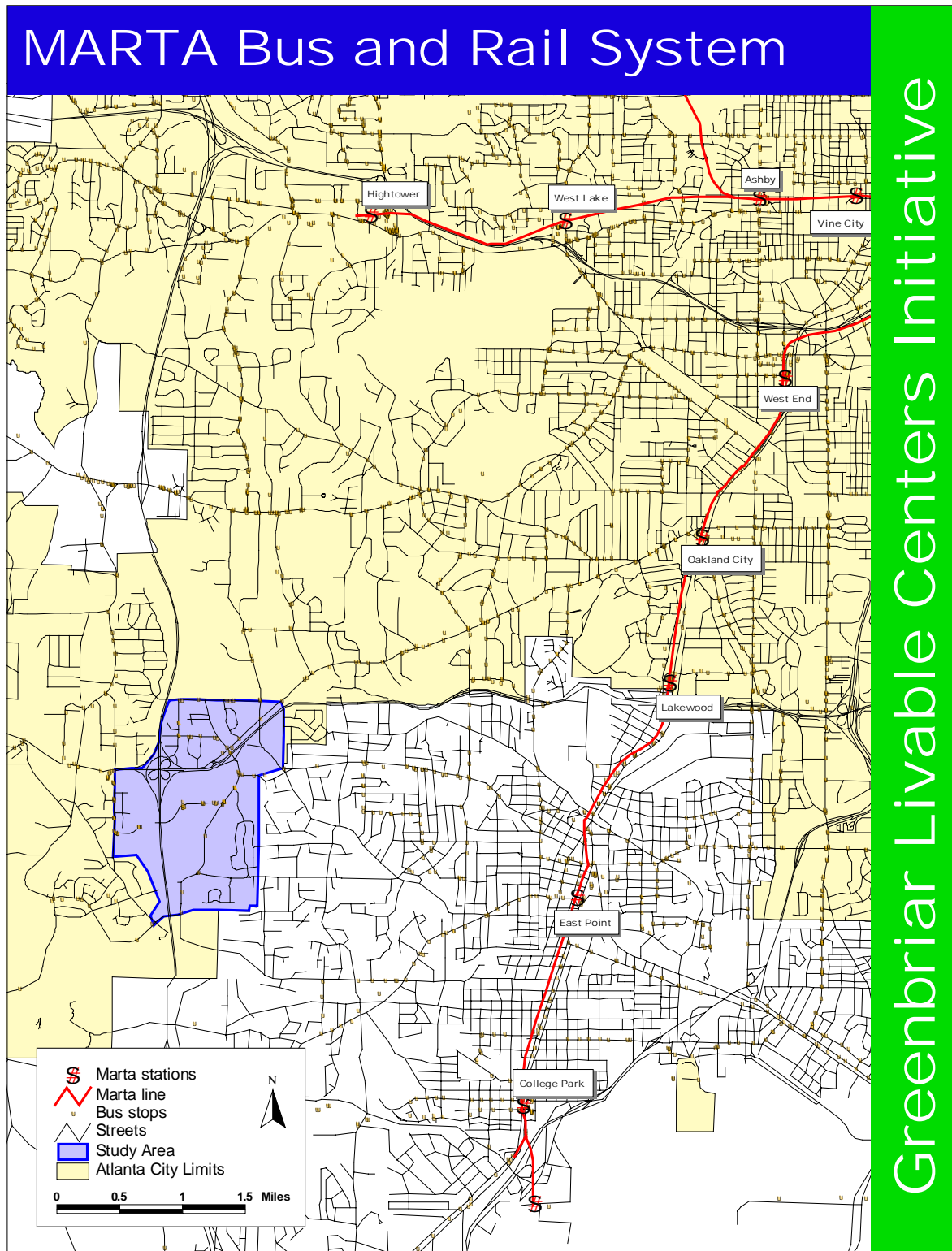
Map 1



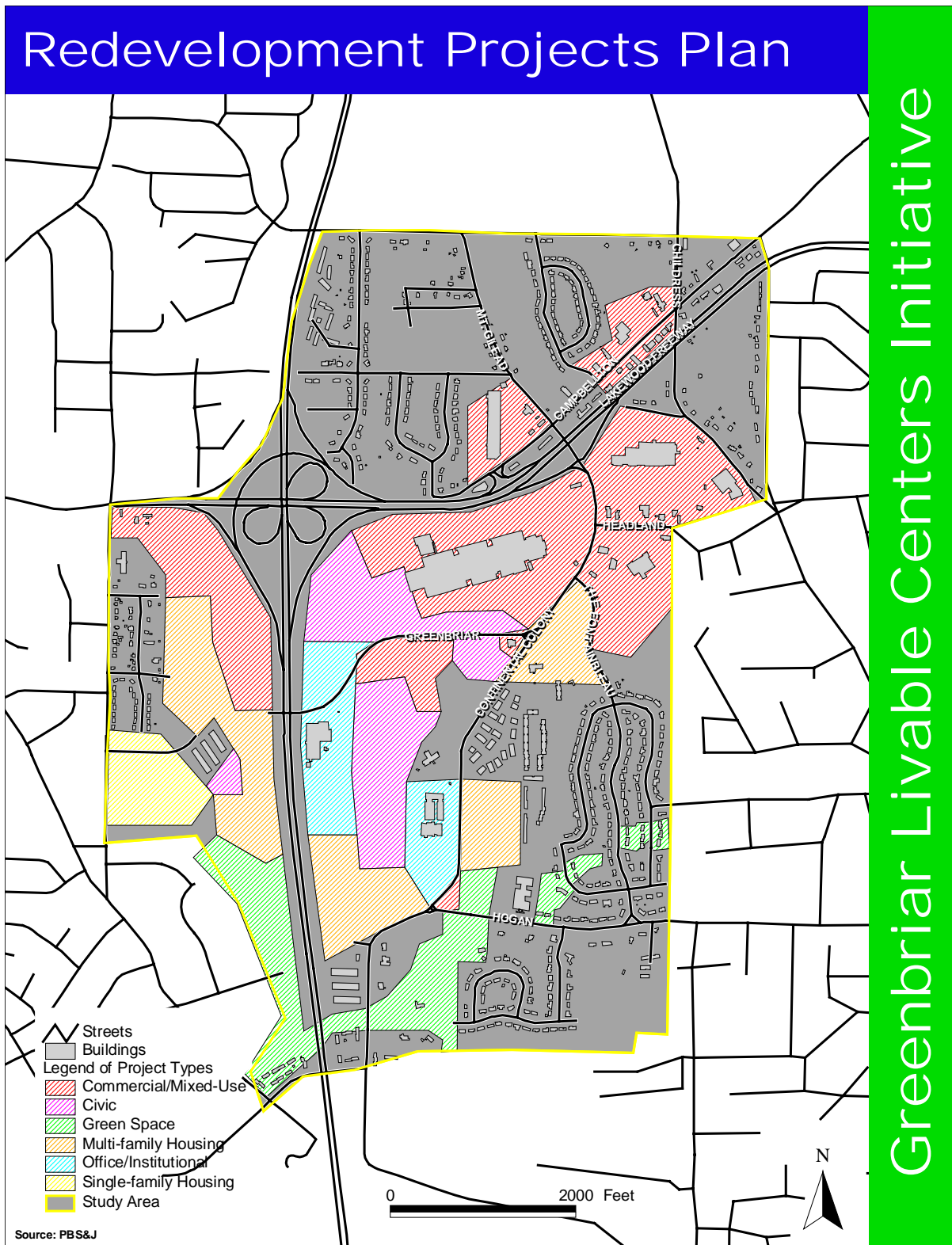
Map 2



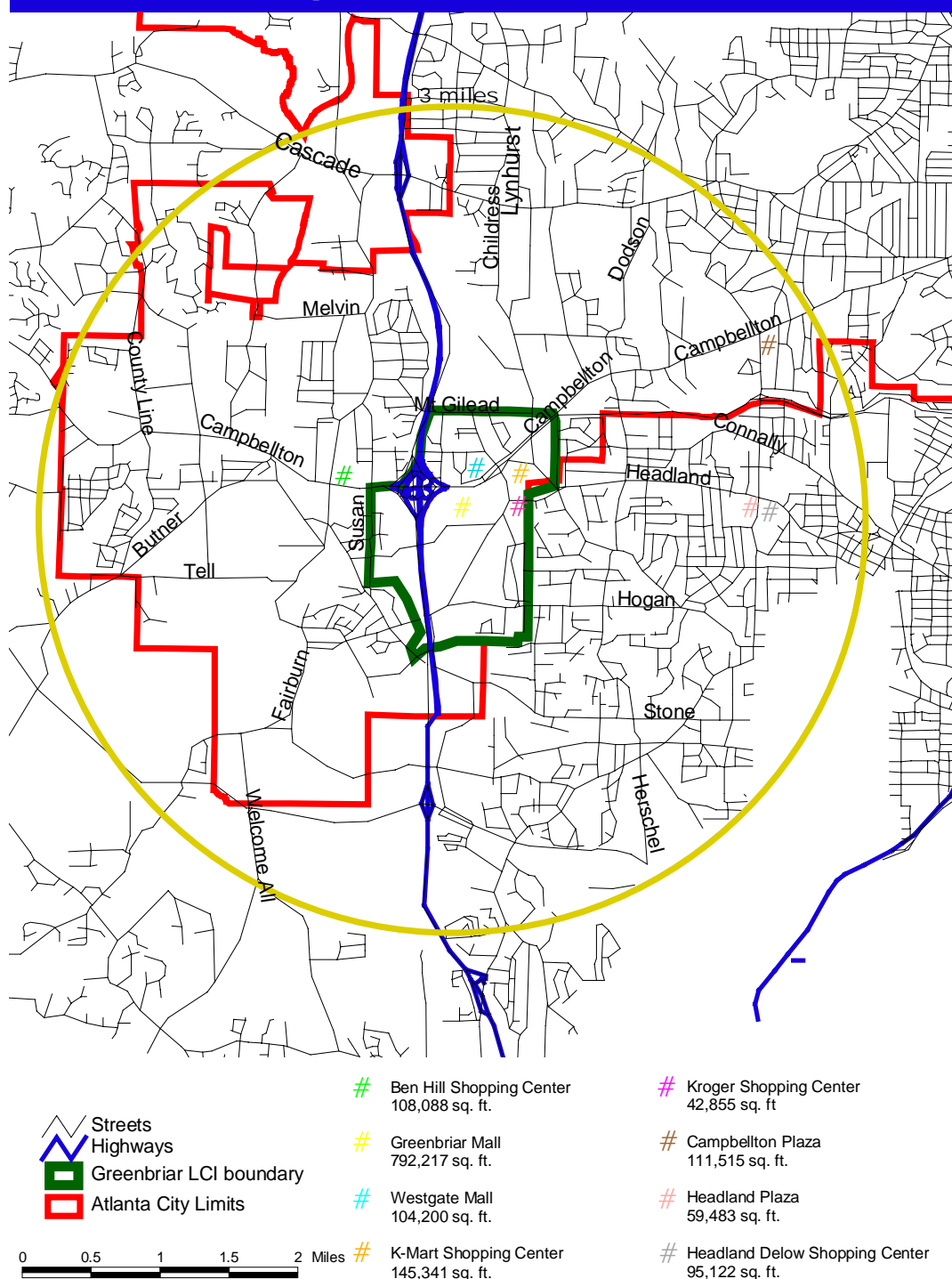
Map 3



Map 4

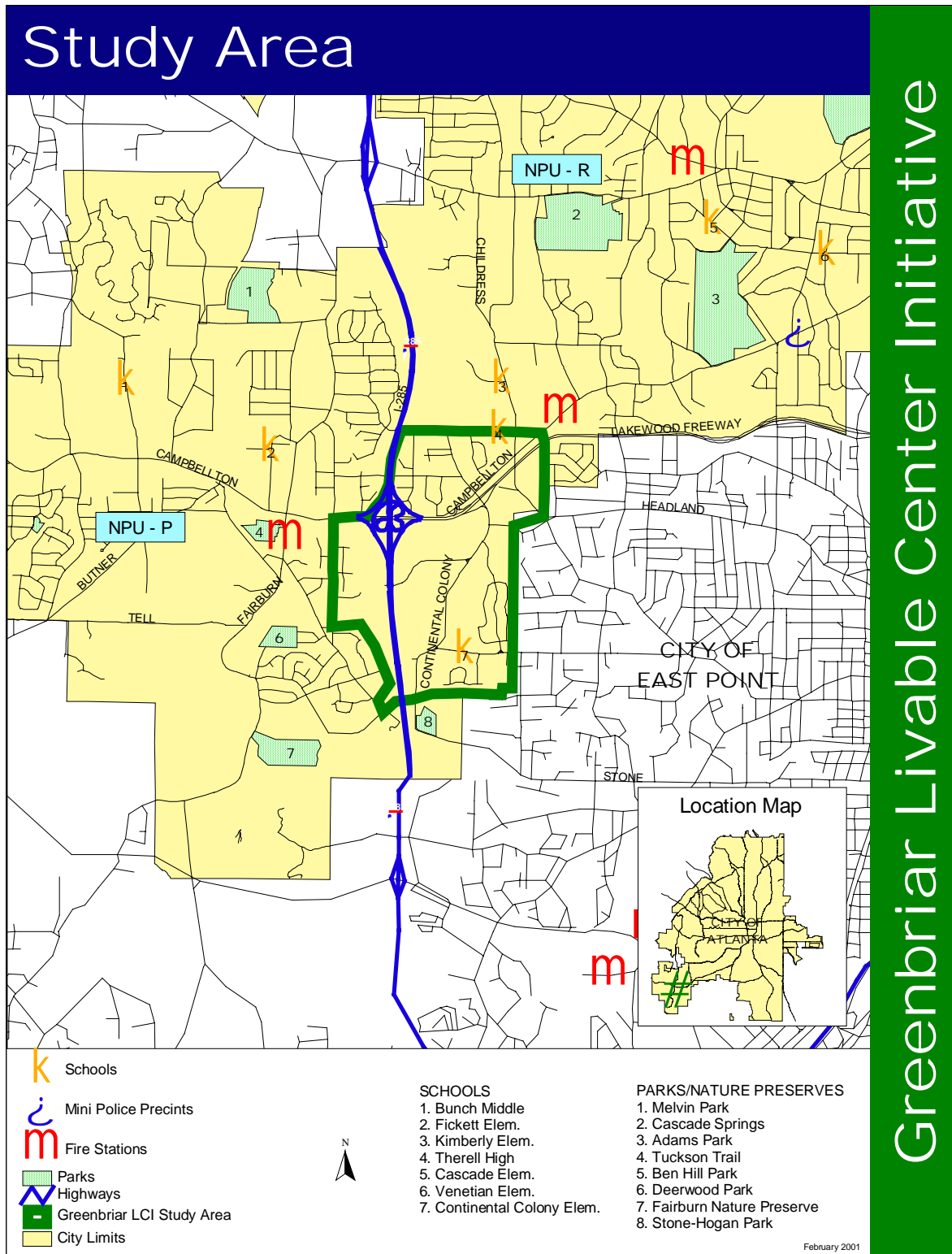


# Shopping Centers





Map 6



Map 7  
Concept Plan

